

WHAT IS CLAIMED IS:

1. A method for profiling an inquiry pool of candidates in attending an institution of higher learning preliminarily to providing an application for enrollment, the method comprising the steps of:

(a) providing a data base including information related to candidates for enrollment and the preferences of the institution for students with predetermined characteristics;

(b) electronically evaluating the candidates in the data base against a first predetermined profile including:

- (i) to the extent available in the data base, information as to the candidate's high school class year, the prior visit of the candidate to the institution, and the source of the information about the candidate's initial contact with the institution in the data base, and
- (ii) the preferences of the institution, to thereby select candidates for further contact; and

(c) providing a report of the electronic evaluation.

2. The method of Claim 1 wherein the first predetermined profile includes the gender and ethnicity of each candidate; and

wherein the report of the electronic reevaluation includes an evaluation of the degree of gender and ethnicity representation of the candidates in the data base.

3. The method of Claim 2 wherein the first predetermined profile also includes the geographic area of residence of each candidate; and

wherein the report of the electronic reevaluation also includes an evaluation of the degree of geographic area of residence representation of the candidates in the data base.

4. The method of Claim 1 including the step of:

(d) preparing mailing list as function of evaluated interest.

5. The method of Claim 1 wherein the data base includes a list of available documentation about the institution; and including the further steps of:

(g) selecting documentation for mailing as a function of the profiling; and

(h) mailing the selected documentation.

6. A method for evaluating the interest of candidates in attending an institution of higher learning preliminarily to providing an application for enrollment, the method comprising the steps of:

(a) providing a data base including information related to candidates for enrollment;

(b) electronically evaluating the candidates in the data base against a first predetermined profile; and

(c) providing a report of the electronic evaluation of the candidate's interest.

7. The method of Claim 6 including the further step of (g) preparing a mailing list of selected candidates as a function of the evaluated interest.

8. The method of Claim 7 wherein the data base includes a list of available documentation relating to preselected features of the institution; and

including the further steps of:

(g) selecting available documentation as a function of the evaluated interest;

and

(h) mailing the selected documentation to each of the selected candidates on the mailing list.

9. A method for evaluating the continued interest of candidates in attending an institution of higher learning preliminarily to providing an application for enrollment, the method comprising the steps of:

(a) providing a data base including information related to candidates for enrollment and the preferences of the institution for students with predetermined characteristics;

(b) electronically evaluating the candidates in the data base against a first predetermined profile including:

(i) information relating to the candidate's high school class year, the prior visit of the candidate to the institution, and the source of the information about the candidate's initial contact with the institution in the data base, and

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- (ii) the preferences of the institution, to thereby select candidates for further contact;
 - (c) electronically requesting predetermined information from the selected candidates;
 - (d) entering the electronic responses to the electronic request for information into the data base;
 - (e) electronically reevaluating the selected candidates in the data base against a second predetermined profile to thereby evaluate the interest of the selected candidates in attending the institution; and
 - (f) providing a report of the electronic reevaluation.

10. The method of Claim 9 wherein the electronic request includes the steps of:
constructing an electronic survey;

locating the electronic survey on a web page at the web site of the institution;
create a unique access number for each candidate;
providing each candidate with his unique access number in an e-mail request for information by an electronic survey; and
automatically updating the data base with the responses from the electronic survey.

11. The method of Claim 9 including the further step of (g) preparing a mailing list of selected candidates as a function of the evaluated continued interest.

12. The method of Claim 11 wherein the data base includes a list of available documentation relating to preselected features of the institution; and

including the further steps of:

(h) selecting available documentation as a function of the electronic responses to the electronic request for information, and

(i) mailing the selected documentation to each of the selected candidates on the mailing list.

13. A method for evaluating the continued interest of candidates in attending an institution of higher learning preliminarily to providing an application for enrollment, the method comprising the steps of:

(a) providing a data base including information related to candidates for enrollment and the preferences of the institution for students with predetermined characteristics;

(b) electronically evaluating the candidates in the data base against a first predetermined profile;

(c) providing a web page for the institution, the web page housing a survey requesting predetermined information related to the continued interest of candidates in enrolling at the institution;

(d) sending an e-mail to the selected candidates directing them to the institution's web page;

(e) electronically reevaluating the selected candidates in the data base against a second predetermined profile to thereby gauge the continued interest of the selected candidates in attending the institution; and

(f) providing a report of the electronic reevaluation.

14. The method of Claim 13 wherein selected candidates are directed to the web page by a hyperlink which uniquely identifies the candidate to whom the e-mail is sent so that the survey includes information relating to the candidate when it initially appears.

15. A method for generating an application for candidates to enroll at an institution of higher learning comprising the steps of:

(a) providing a data base including information related to candidates for enrollment, the preferences of the institution for students with predetermined characteristics, and a standard application for admission to the institution;

(b) electronically evaluating the candidates in the data base against a first predetermined profile including the preferences of the institution to thereby select candidates for receiving an application;

(c) customizing the standard application in the data base as a function of the identity of each of the selected candidates; and

(d) forwarding the customized applications to the selected candidates.

16. The method of Claim 15 including the further step of:

(e) printing the customized application; and

wherein the printed application is forwarded to the applicants by mail.

17. The method of Claim 16 including the steps of advising the candidate of (1) a PIN, (2) the institution's web site and (3) the availability of an electronic application on the institution's web site.

18. The method of Claim 15 wherein the customized application is forwarded to the applicants by electronic mail.

19. The method of Claim 15 including the further step of offering an incentive to complete the application at the time the application is forwarded.

20. The method of Claim 19 wherein the incentive includes at least one of (1) priority of the decision as to admission, (2) priority of scholarship consideration, and (3) reduction of the application fee.

21. The method of Claim 20 wherein the incentive includes at least two of (1) priority of the decision as to admission, (2) priority of scholarship consideration, (3) waiver or reduction of the application fee, (4) waiver or reduction in the personal essay requirements, and (5) priority of housing preference consideration.

22. The method of Claim 15 wherein the step of customization includes the steps of:

providing the known information relating to the identity of the candidate; and
truncating the application by the omission of questions the answers to which are contained in the data base.

23. The method of Claim 22 wherein the step of customization includes the further step of offering an incentive for completion of the application.

24. The method of Claim 23 wherein the incentive includes at least two of
(1) priority of the decision as to admission, (2) priority of scholarship consideration,
(3) waiver or reduction of the application fee, (4) waiver or reduction in the personal
essay requirements, and (5) priority of housing preference consideration.

25. A method for generating an application for candidates to enroll at an
institution of higher learning comprising the steps of:

(a) providing a data base including information related to candidates for
enrollment, the preferences of the institution for students with predetermined
characteristics, and a standard application for admission to the institution;

(b) electronically evaluating the candidates in the data base against a first
predetermined profile including the preferences of the institution to thereby select
candidates for receiving an application;

(c) providing a web page on the institution's web site with the standard application resident thereon;

(d) sending an e-mail directing the candidate to the institution's web page;

(e) identifying the candidate at the time he logs onto the web page;

(f) customizing the standard application as a function of the identity of the identified candidate; and

(g) remotely completing the customized application on the web page.

26. The method of Claim 25 wherein the e-mail which directs the candidate to the web page provides a PIN for the candidate; and

wherein use of the PIN by the candidate at log on customizes the application.

27. The method of Claim 26 wherein the step of customization includes the steps of:

providing the known information relating to the identity of the candidate; and
truncation of the application by the omission of questions the answers to which are contained in the data base.

28. The method of evaluating the enrollment application program of an institution comprising the steps of:

(a) maintaining records of the number of enrollment applications forwarded to candidates within predetermined profile characteristics;

